

Retail Business

THE ECONOMIST INTELLIGENCE UNIT/JULY 1974

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INTERNATIONAL SERVICES FOR MANAGEMENT

The EIU provides comprehensive, world-wide, services for management. It aims at the full integration of the functions of market research and marketing management in defining marketing problems, initiating appropriate research and helping the client to implement the marketing programme. The EIU can also assist clients with assessments of the effectiveness and efficiency of the management structure which may be found not to be suited to the needs of the organisation as a whole.

Market research

The EIU undertakes market research of all kinds from desk research and market intelligence to large scale field surveys. This service provides the framework for the launching and subsequent market development of a new product, or for widening the market share of an existing product. Information is given on the size of markets and market potential, consumer purchasing habits and attitudes, brand shares and the nature of existing and potential competition, the structure of distribution, prices and margins and the effectiveness of sales forces and promotion.

Marketing management

EIU marketing management services ensure co-ordination of research and marketing policy.

Marketing Consultants are assigned to work with the client to see that:

- (a) research is based on a correct appraisal of the client's situation in the market.
- (b) the findings of market research are fully translated into a practical programme.

The client is assisted in the creation and promotion of a brand image, in presentation and packaging, in the formulation and implementation of test marketing plans and the choice of the most effective sales forces.

Services for management

EIU management consultants undertake either full scale surveys or investigations into specific areas of the structure of a client's organisation or subsidiary companies. In addition to making recommendations, assistance is given with their implementation. Help is also given to establish corporate planning functions. The EIU can provide, in addition, assistance to enable correct financial decisions to be made and EIU statisticians can assist clients to make the best use of new statistical techniques.

Consumer Research

EIU market research and marketing services are supported by the EIU's international consumer research facilities. In the UK, the EIU works in association with one of the UK's foremost consumer research companies. In the USA, the EIU Associate Company, Elrick and Lavidge, provides this service. Similar services are available in most of the countries listed on the back cover.

Retail Business

RETAIL BUSINESS is a monthly journal concerned with consumer goods markets and marketing in the UK. Its reports and features contain the results of original research into all aspects of the subject and also collate existing material, from a wide range of sources, in a convenient and readily accessible form.

A continually expanding and up to date reference library is provided, which is an invaluable source of market information to all concerned in consumer goods markets. Each issue contains a Trade Review and four Special Reports on different consumer markets. From time to time shorter, updating reports are published known as Revision Reports and Food Facts.

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£55 (US \$145) for 12 monthly issues; duplicate subscription (2nd and subsequent copies)
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Single issues to non subscribers:- £7 each (US \$20) under 12 months old, £4.50 each
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THE ECONOMIST INTELLIGENCE UNIT LIMITED
Spencer House
27 St James's Place
London SW1A 1NT

or to any of the regional offices listed on the back cover.



MARKETING IN EUROPE

a marketing service

This monthly publication provides independent and detailed analyses of markets for specific consumer products and services in Europe in the same manner as Retail Business covers the U.K. Systematic assessments are made of the factors affecting consumer spending against a background of the general business climate. The publication deals primarily with the EEC countries, although EFTA and other European markets are also covered.

Each issue contains the following:

Information Map Showing EEC and EFTA membership, main towns, national population and income statistics, currencies and exchange rates.

Marketing Roundup News items concerning the marketing of consumer products.

Trade Review and Forecast Inter-country comparisons are made of the main consumer product groups on an annual basis, with details of trends in consumption, market shares, distribution, packaging, prices, etc.

Special Reports (three in each issue) These reports analyse markets for specific products and aspects of marketing them, both in individual countries, and, from time to time, on a comparative basis. Each report concludes with a forecast of the market's future development. The trends in other European markets and in the UK are indicated briefly.

SUBSCRIPTIONS

£75 for 12 monthly issues plus the Annual Supplement.

£38 for a subscription to one of the three product groups covered four times each year.

These are (a) food, drink, tobacco, (b) clothing, furniture, leisure goods, (c) chemist goods, household goods, domestic appliances.

A subject index and further details may be obtained from:

The Editor, 'Marketing in Europe',
The Economist Intelligence Unit (Europe) SA,
137, Avenue Louise,
Brussels, Telephone 382930 5, Belgium

The Economist Intelligence Unit Ltd,
Spencer House, 27, St James's Place,
London, SW1A 1NT, England
Telephone 01-493 6711

Key to features

TR — TRADE REVIEW

Each month this feature examines one main retail sector, e.g., mail order, self-service and supermarkets, hardware and ironmongery. Each retail sector is covered once a year and there is an annual review of retailing as a whole, published in February each year.

SPECIAL REPORTS

All unclassified reports are Special Reports. The majority are detailed profiles of a consumer goods market showing its size, competition, distribution pricing, promotion and growth trends. Others analyse aspects of retailing and marketing methods. 36 Special Reports are published every year, each with an average length of some 4,000 words.

OTHER REPORTS

RR — REVISION REPORT

These update Special Reports from previous issues. Length 1-2,000 words.

FF — FOOD FACTS

These short features present published statistics on specific food product groups.

QS — QUARTERLY SURVEY

These were features including the results of consumer research in selected markets. Discontinued in 1965.

ISSUES OUT OF STOCK

The following issues are out of stock:

1-25, 28-31, 34-37, 41-44, 46-53, 55, 57-74, 77, 81, 83, 85, 86-101, 106-108, 111-143
145, 153, 156-159, 167-169, 172, 175, 182-184, 188, 189

All Quarterly Surveys are now out of stock.

Off-Prints of Retail Business Reports

Many subscribers find that off-prints of Retail Business Special Reports are of great value to their organisation e.g. for issue to the sales force, general issue at head office, issue to all shops in the chain etc.

Reprints are an economical way of acquiring Retail Business articles in bulk, and an individual quotation will be made on request. The minimum is 30 copies.

For further details, please contact the Business Manager.

Key to issue numbers

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